

-2-

1. (Currently Amended) A method in a communications device for delivering content, the method comprising the steps of:

~~intercepting, from a requesting device, an initial request intended for initial content accessible from an initial content source;~~

intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

in response to intercepting the initial request:

creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source; and

detecting an occurrence of a secondary content condition, the secondary content condition indicating a requirement for presentation of secondary content to the requesting device, and in response to detecting an occurrence of a secondary content condition, performing the steps of intercepting, creating redirection information and providing the redirection information to the requesting device, such that the requesting device accesses the secondary content after occurrence of the secondary content condition, wherein the secondary content condition comprises a detection of a change in root level domains between the initial request and former requests.

2. (Original) The method of claim 1 further comprising the steps of:

transmitting the secondary content to the requesting device from the secondary content source; and

transmitting the initial content to the requesting device from the initial content source.

3. (Original) The method of claim 2 wherein the secondary content contains a reference to the identity of the initial content, such that when the requesting device receives the secondary content in response to the step of transmitting the secondary content to the requesting device, the requesting device can invoke the reference to the identity of the initial content in order to access the initial content causing performance of the step of transmitting the initial content to the requesting device.

4. (Original) The method of claim 2 wherein the steps of transmitting the secondary content to the requesting device and transmitting the initial content to the requesting device occur in relation to each such that the requesting device has concurrent access to the secondary content in addition to the initial content.

5. (Original) The method of claim 1, wherein:

the redirection information includes a redirection command operable by the requesting device; and

wherein the redirection command includes the identity of secondary content causing the requesting device, in response to the step of providing, to access the secondary content from the secondary content source.

6. (Original) The method of claim 5 wherein the redirection command further comprises the identity of the initial content specified by the initial request, such that when the requesting device operates the redirection command, the secondary content source receives the identity of the initial content specified in the redirection command and causes the requesting device to receive the both the secondary content and the initial content.

7. (Original) The method of claim 1, wherein:

the redirection information comprises a first redirection command operable by the requesting device and including the identity of secondary content and wherein the step of providing includes a first step of providing to provide the first redirection

-4-

command to the requesting device to allow the requesting device to access the secondary content from the secondary content source; and

wherein the redirection information further comprises a second redirection command operable by the requesting device and including the identity of initial content and wherein the step of providing includes a second step of providing to provide the second redirection command to the requesting device to allow the requesting device to access the initial content from the initial content source.

8. (Original) The method of claim 7 wherein the communications device performs a step of providing a delay between the first and second steps of providing, such that the requesting device receives the secondary content in response to operating the first redirection command and then receives the initial content in response to operating the second redirection command at a time at least equal to the delay between the first and second steps of providing.

9. (Original) The method of claim 1, wherein:

the redirection information includes a framework operable by the requesting device; and

wherein the method of providing the redirection information further comprises the steps of:

providing the secondary content to the framework such that the requesting device can access the secondary content; and

providing the initial content to the framework such that the requesting device can access the initial content subsequent to accessing the secondary content.

10. (Original) The method of claim 1 wherein the step of creating redirection information comprises the steps of:

extracting request criteria from the initial request; and
selecting the identity of secondary content based from a plurality of identities of secondary content based upon the request criteria, such that the secondary content

accessible by the requesting device is dependant upon the request criteria of the initial request.

11. (Original) The method of claim 10 wherein the secondary content is advertising and wherein the step of extracting and selecting are performed to select secondary content for targeted advertising presentation to the requesting device.

12-18. (Canceled)

19. (Currently Amended) A communications device for delivering content comprising:
a memory;
a communications interface; and
a processor;
an interconnection mechanism coupling the memory, the processor and the communications interface;

wherein the processor is configured to:

~~intercept, from a requesting device, an initial request for initial content accessible from an initial content source,~~

intercept, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

in response to intercepting the initial request, create redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request, and provide the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source; and

detect an occurrence of a secondary content condition, the secondary content condition indicating a requirement for presentation of secondary content to the requesting device, and in response to detecting an occurrence of a secondary content condition, perform the steps of intercepting, creating redirection information and

providing the redirection information to the requesting device, such that the requesting device accesses the secondary content after occurrence of the secondary content condition, the secondary condition comprising a detection of a change in root level domains between the initial request and former requests.

20. (Original) The communications device of claim 19 wherein the communications device is further configured to:

transmit the secondary content to the requesting device from the secondary content source; and

transmit the initial content to the requesting device from the initial content source.

21. (Original) The communications device of claim 20 wherein the communications device is configured such that the secondary content contains a reference to the identity of the initial content, such that when the requesting device receives the secondary content in response to the step of transmitting the secondary content to the requesting device, the requesting device can invoke the reference to the identity of the initial content in order to access the initial content causing performance of the step of transmitting the initial content to the requesting device.

22. (Original) The communications device of claim 20 wherein the communications device is configured such that the steps of transmitting the secondary content to the requesting device and transmitting the initial content to the requesting device occur in relation to each such that the requesting device has concurrent access to the secondary content in addition to the initial content.

23. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a redirection command operable by the requesting device; and

wherein the redirection command includes the identity of secondary content causing the requesting device, in response to the step of providing, to access the secondary content from the secondary content source.

24. (Original) The communications device of claim 23 wherein the communications device is configured such that the redirection command further includes the identity of the initial content specified by the initial request, such that when the requesting device operates the redirection command, the secondary content source receives the identity of the initial content specified in the redirection command and causes the requesting device to receive the both the secondary content and the initial content.

25. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a first redirection command operable by the requesting device and including the identity of secondary content and wherein the communications device further provides the first redirection command to the requesting device to allow the requesting device to access the secondary content from the secondary content source; and

wherein the redirection information further includes a second redirection command operable by the requesting device and including the identity of initial content and wherein the communications device further provides the second redirection command to the requesting device to allow the requesting device to access the initial content from the initial content source.

26. (Original) The communications device of claim 25 wherein the communications device is configured to further provide a delay between the first and second redirection commands, such that the requesting device receives the secondary content in response to operating the first redirection command and then receives the initial content in response to operating the second redirection command at a time at least equal to the delay between the first and second steps of providing.

27. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a framework operable by the requesting device; and

wherein the communications device is further configured to:

provide the secondary content to the framework such that the requesting device can access the secondary content; and

provide the initial content to the framework such that the requesting device can access the initial content subsequent to accessing the secondary content.

28. (Original) The communications device claim 19 wherein the communications device, to create redirection information, is further configured to:

extract request criteria from the initial request; and

select the identity of secondary content based from a plurality of identities of secondary content based upon the request criteria, such that the secondary content accessible by the requesting device is dependant upon the request criteria of the initial request.

29. (Original) The communications device of claim 28 wherein the secondary content is advertising and wherein the communications device is configured to extract and select secondary content for targeted advertising presentation to the requesting device.

30-36. (Canceled)

37. (Currently Amended) A computer program product that includes a computer readable medium having instructions stored thereon such that, when the instructions are carried out by a communications device, the communications device is capable of performing the steps of:

~~intercepting, from a requesting device, an initial request for initial content accessible from an initial content source;~~

-9-

intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

38. (Currently Amended) An communications device, for delivering content, comprising:

(i) a memory;

(ii) a communications interface; and

(iii) a processor;

(iv) an interconnection mechanism coupling the memory, the processor and the communications interface;

(v) means, coupled to the communications interface, for ~~intercepting from a requesting device, an initial request for initial content accessible from an initial content source;~~ intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

(vi) means, coupled to the communications interface, for, in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

(vii) means, coupled to the communications interface, for providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

39. (Previously Presented) The method of Claim 5 wherein the redirection command including the identity of secondary content includes:

- (i) an address of the secondary content, the address of the secondary content representing a location of the secondary content source;
- (ii) a name of the initial content;
- (iii) an address of the initial content, the address of the initial content representing a location of the initial content source; and
- (iv) a delimiter separating the address of the secondary content from the name of the initial content and the address of the initial content.

40. (Previously Presented) The communications device of claim 23 wherein the redirection command including the identity of secondary content includes:

- (i) an address of the secondary content, the address of the secondary content representing a location of the secondary content source;
- (ii) a name of the initial content;
- (iii) an address of the initial content, the address of the initial content representing a location of the initial content source; and
- (iv) a delimiter separating the address of the secondary content from the name of the initial content and the address of the initial content.

41. (Previously Presented) The computer program product of claim 37 wherein said intercepting, from a requesting device, an initial request for initial content accessible from an initial content source further comprises generating a key based on information related to the initial request and sending the key to the content source to allow the content source to access the information related to the initial request.

42. (Previously Presented) The communications device of claim 38 wherein said means, coupled to the communications interface, for intercepting from a requesting device, an initial request for initial content accessible from an initial content source further comprises generating a key based on information related to the initial request

-11-

and sending the key to the content source to allow the content source to access the information related to the initial request.

-12-

REMARKS

In response to the Final Office Action mailed on March, 20, 2007, Applicants respectfully request reconsideration. Claims 1-11, 19-29 and 37-42 are now pending in this Application. Independent claims 1, 19, 37 and 38 have been amended and a version of the claims is included herein. Applicants believe that the claims are in condition for allowance. A notice to this affect is respectfully requested.

Applicants appreciate the courtesy extended to Applicants' representatives on May 24, 2007 wherein the claims and prior art of record were discussed. The amendments to the claims are in response to the discussion.

REJECTION OF CLAIMS 1 AND 19 UNDER 35 U.S.C. §112

Claims 1 and 19 stand rejected under **35 U.S.C. §112, ¶1** as for failing to comply with the enablement requirement. Specifically, the Examiner states that there could not be found any discussion in the specification of how the system would be used **to detect a change in root level domains**. Applicants disagree. Such a limitation is discussed in Applicants' Specification at lines 4-6 of page 9. Additionally, it would be commonly understood by one skilled in the art that a browser can be used to detect a change in root level domains between a first and former request for content. For example, a browser can detect requests related to Internet addresses from different Internet domains, thereby causing the browser to perform content requests to different websites. In view of the above, a withdrawal of the rejection of is respectfully requested.

REJECTION OF CLAIMS 1-11, 19-29, 37, AND 38 UNDER 35 U.S.C. §103

Claims 1-11, 19-29, 37, and 38 stand rejected under **35 U.S.C. §103(a)** as being obvious over Blumenau, U.S. Patent No. 6,505,240 (hereinafter Blumenau) in view of Merriman, U.S. Patent No. 5,948,061 (hereinafter Merriman). Applicants respectfully disagree and submit that claims 1-11, 19-29, 37, and 38, are in condition for allowance.

Specifically, Blumenau is silent as to **intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination**, as recited in amended independent claims 1, 19, 37 and 38. It is understood that **intercepting** clearly means to interrupt the course, progress, or transmission to an **intended destination**. As discussed in Applicant's Specification, at page 4, such interception can occur at an entry point to the Internet itself.

Instead of a request for content being intercepted prior to arriving at its intended destination, Blumenau's intended site (e.g. content site, network site) properly receives the request and then transmits handoff instructions to proxy content sites. (See Col. 4, Lines 9-14) Even though Blumenau teaches that identifying a set of content and a proxy content site can be performed at any network site other than a primary content site, it does not discuss that such network sites are not the intended destinations of a content request. (See Col. 11, Lines 65-67, Col. 12, Lines 1-2) Rather, such network sites in Blumenau are intended destinations since parameters used in making the content and proxy site identifications are transmitted to the network sites at which such identifications are made. (See Col. 12, Lines 32-37) Hence, Blumenau does not disclose Applicants' **intercepted** limitation whereby content requests are processed **prior to arriving at an intended destination**.

Thus, in view of the above, neither of the cited references, individually or in combination, teach Applicants' invention and Applicants submit that the Examiner's rejection of claims 1-11, 19-29, 37, and 38 under 35 U.S.C. §103(a), thereby placing the pending claims in condition for allowance. A withdrawal of the rejection of is respectfully requested.

REJECTION OF CLAIMS 39-42 UNDER 35 U.S.C. §103

Claims 39-42 stand rejected under **35 U.S.C. §103(a)** as being obvious over Blumenau in view of Merriman and further in view of Subramaniam et al., U.S. Patent

-14-

No. 6,081,900. Since the rejection of independent claims 1, 19, 37 and 38 has been overcome, the rejection of dependant claims 39-42 under 35 U.S.C. §103(a) has been traversed as well. A withdrawal of the rejection is respectfully requested.

If the either of the rejections are to be maintained, Applicants respectfully request that it be pointed out with particularity where the cited references disclose or suggest all of the claim limitations as disputed above.

Applicant(s) hereby petition(s) for any extension of time which is required to maintain the pendency of this case. If there is a fee occasioned by this response, including an extension fee, that is not covered by an enclosed check, please charge any deficiency to Deposit Account No. 50-3735.

If the enclosed papers or fees are considered incomplete, the Patent Office is respectfully requested to contact the undersigned collect at (508) 616-9660, in Westborough, Massachusetts.

Respectfully submitted,

/DWR/

David W. Rouille, Esq.
Attorney for Applicants
Registration No.: 40,150
Chapin Intellectual Property Law, LLC
Westborough Office Park
1700 West Park Drive
Westborough, Massachusetts 01581
Telephone: (508) 616-9660
Facsimile: (508) 616-9661

Attorney Docket No.: CIS01-05(3847)

Dated: May 25, 2007